

WHAT IS CLAIMED IS:

1 1. A method of storing images, comprising:
2 providing an image capturing apparatus;
3 inserting a non-volatile memory medium into the image capturing apparatus,
4 the non-volatile memory medium being suitable for storing image data; and
5 writing a program onto the non-volatile memory medium, wherein the
6 program is capable of being executed without specific user initiative when the non-volatile
7 memory medium is coupled to a computer to access image data stored in the non-volatile
8 memory medium.

1 2. The method of claim 1, further comprising:
2 determining whether the inserted non-volatile memory medium has the
3 program, wherein the program is written if it is determined that the memory medium does not
4 have the program.

1 3. The method of claim 1, further comprising:
2 formatting the memory medium to make it suitable for storing image data,
3 wherein the program is written onto the memory medium at the time the memory medium is
4 being formatted.

1 4. The method of claim 1, wherein the image capturing apparatus is a
2 digital camera, and the non-volatile memory medium is a flash card.

1 5. The method of claim 4, further comprising:
2 storing a digital image into the flash card;
3 providing a computer to access the stored digital image;
4 coupling the flash card to the computer, whereby the program is executed
5 without specific user initiative; and
6 accessing the digital image stored in the flash card using the computer.

1 6. The method of claim 5, further comprising:
2 activating a browser installed in the computer according to instructions of the
3 executed program; and

4 creating a communication link to a website having access to an application
5 software, the application software being suitable for accessing the digital image stored in the
6 flash card.

1 7. The method of claim 6, further comprising:
2 downloading the application software to the computer before accessing the
3 digital image stored in the flash card.

1 8. The method of claim 6, wherein the application software is accessed
2 remotely and is not downloaded to access the digital image stored in the flash card.

1 9. The method of claim 6, further comprising:
2 providing a user with an option of downloading the application software or
3 accessing the application software remotely to access the digital image stored in the flash
4 card.

1 10. The method of claim 5, wherein the flash card is coupled to the
2 computer via the digital camera.

1 11. The method of claim 5, wherein the flash card is coupled to the
2 computer via a flash card reader.

1 12. The method of claim 1, wherein the image capturing apparatus has a
2 read only memory (ROM) and the program is stored in the ROM.

1 13. A method of accessing images captured with a digital camera, the
2 method comprising:
3 providing a digital camera having a start-up program that executes without
4 specific user initiative;
5 inserting a flash card into the digital camera;
6 copying the start-up program onto the flash card;
7 storing an image captured by the digital camera into the flash card; and
8 coupling the flash card to a computer suitable for accessing the stored image,
9 whereupon the start-up program is executed without specific user initiative, the executed
10 start-up program causing an application software to be activated to access the stored image.

1 14. The method of claim 13, wherein the flash card is coupled to the
2 computer via the digital camera or a flash card reader.

1 15. The method of claim 13, wherein the application software is installed
2 in the computer.

1 16. The method of claim 13, wherein the application software is available
2 at a remote location from the computer.

1 17. The method of claim 16, further comprising:
2 downloading the application software to the computer to activate the
3 application software.

1 18. The method of claim 16, wherein the application software is activated
2 without downloading core modules of the application software from the remote location.

1 19. The method claim 13, wherein the start-up program includes the
2 application software.

1 20. A method of accessing an image captured with a digital camera, the
2 method comprising:
3 providing a digital camera having a start-up program that executes without
4 specific user initiative, the start-up program having a communication address of a website
5 with access to an application software;
6 inserting a flash card into the digital camera;
7 copying the start-up program onto the flash card;
8 storing an image captured by the digital camera into the flash card;
9 coupling the digital camera with the flash card to a computer suitable for
10 accessing the image stored in the flash card and having Internet access;
11 thereupon, executing the start-up program without specific user initiative;
12 creating a communication link with the website using the communication
13 address stored in the start-up program;
14 downloading the application software to the computer; and
15 executing the application software to access the image stored in the flash card.

1 21. A digital camera, comprising:

2 an imaging device to convert reflected light into image data;
3 a processor coupled to the imaging device to process the image data;
4 a memory medium coupled to the processor to store the processed image data;
5 a non-volatile memory coupled to the processor, the non-volatile memory
6 having a start-up program that executes without specific user initiative, the start-up program
7 including a communication address of a website having an application software that is
8 operable to access the processed image data stored in the memory medium and a computer
9 readable code instructing a communication link to the website be created.

1 22. The digital camera of claim 21, wherein the memory medium is a flash
2 card and the start-up program is copied onto the flash card.

1 23. A flash card suitable for storing computer readable data, comprising:
2 a start-up program that executes without specific user initiative, the start-up
3 program including a communication address of a website having an application software that
4 is operable to access data stored in the flash card and a code instructing a communication link
5 to the website be created.